

ABSTRACT OF THE DISCLOSURE

To provide a rotor magnet which is small-sized and provided with high magnetic energy, a rotor magnet 1 adopts a bonded magnet constituted by forming an SmFeN magnetic powder bonded by a binder such as a polyamide, the SmFeN magnetic powder is provided with a size of about 1/10 of an NdFeB magnetic powder and therefore, a density of the magnetic powder in a magnet can be made uniform and dense and accordingly, there is no dispersion of poles when a number of poles are magnetized and a rotor can be downsized since maximum energy product of the magnet is higher than that of an SmCo series magnet.